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English News

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USM ARCHAEO TOURISM PRODUCTS GET GOOD RESPONSE IN LONDON



LONDON, 9 November 2016 - Universiti Sains Malaysia (USM) is participating in the ongoing World Travel Mart (WTM) London 2016 programme where it showcased its highly acclaimed product on archaeotourism in Sungai Batu and Lenggong.

USM Centre for Global Archaeological Research (CGAR) Director, Professor Dato' Dr. Mokhtar Saidin said that every year Tourism Malaysia has been invited to join the event which is being held in London and this year's event is the 33rd edition.



"For the first time, USM through CGAR was also invited to participate in this prestigious event for the travel industry and highlighted its archaeological research findings in Sungai Batu and Lenggong," said Mokhtar.

He said, the event which was officially launched by the Minister of Tourism and Culture Dato' Seri Mohamed Nazri Abdul Aziz, had received very good response from the local community with excellent feedback from the visitors.

Since this is the first time we are taking part, the Minister of Tourism and Culture has given USM the green light to play a leading role in developing the archaeotourism products in the states of Perak and Kedah," added Mokhtar who is still here at the exhibition.





USM is the only university that showcased its archaeotourism products in this three-day event from 7-9 November 2016.

Translation: Tan Ewe Hoe



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Level 1, Building E42, Chancellory II, Universiti Sains Malaysia, 11800 USM, Pulau Pinang Malaysia

Tel : +604-653 3888 | Fax : +604-658 9666 | Email : pro@usm.my (<mailto:pro@usm.my>)

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